BRAND IDENTITY GUIDE

ESPN

The Brand

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The Brand Identity Guide represents a system. It defines how we communicate the core ESPN brand to our fans and partners from a business, marketing and promotional perspective. From the Brand Promise to mandatory standards and process, the goal of this document is to protect the integrity of the ESPN brand in visual media. It should also serve to reinforce good brand identity practices within ESPN's walls.

BRAND IDENTITY GUIDE

The Brand

The Brand Promise

The Brand Promise

What is it?

A Brand Promise sums up the essence and meaning of a Brand and how the Brand connects to its consumers. It is what consumers expect from the Brand and what they attribute to it.

The Promise and the supporting attributes serve as a guide to help manage and grow the Brand. The overall goal is to maximize those things that contribute to Brand strength and deliver on the Brand Promise, and minimize those that do not.

What we do SPORTS

with

How we do it AUTHORITY

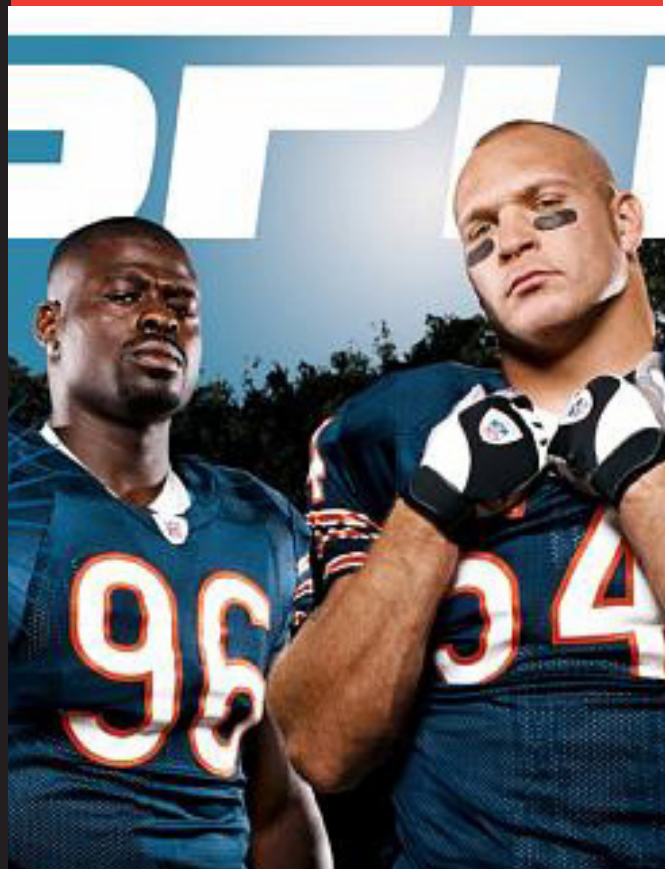
and

What sets us apart PERSONALITY

Sports

Connects
ESPN connects fans to sports over many platforms.

Quality
We strive to consistently deliver unmatched quality strengthened by leadership and innovation.



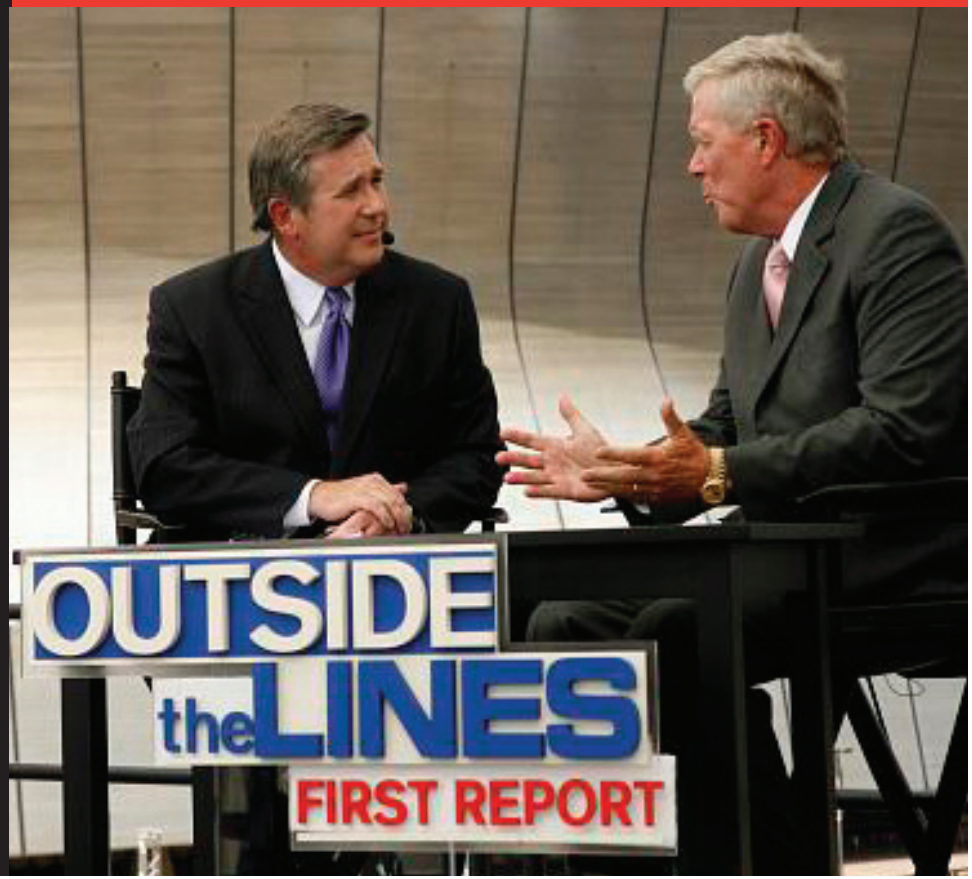
AUTHORITY
AUTHORITY
AUTHORITY
AUTHORITY
AUTHORITY
AUTHORITY
AUTHORITY
AUTHORITY
AUTHORITY

Authority

Integrity
Fans trust ESPN integrity as an independent, objective source.

Authenticity
ESPN is authentic—true to sports in a way that can't be imitated.

Expertise
Fans value ESPN expertise and knowledge—they rely on it.



Personality

Personality

Humor
ESPN is known for its humor, wit and irreverence.

Passion
ESPN passion for sports is apparent in the energy and enthusiasm displayed on all platforms.

Community
ESPN cares about the community of fans–regardless of age, gender or origin—and the social bond that sports enables.

BRAND IDENTITY GUIDE

ESPN

Guidelines

Logo Use & Color

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Logo

Since 1979, the ESPN Logo has been a symbol of sports programming excellence. Over the past thirty years the company has evolved through innovation, technology, design and industry-leading content to become the worldwide leader in sports. The current logo, designed in 1985, is powerful, recognizable and timeless. Use this logo as a punctuation or signature to the overall message.

Designed in 1985, the ESPN logo is powerful, recognizable and timeless.
When represented in text, ESPN is all capitalized.
Never use ™ or ® on the ESPN logo or on any ESPN trademarks.

Tagline

ESPN's tagline, "The Worldwide Leader in Sports" is a registered trademark. It can appear as part of the logo (shown) or in a variety of type treatments depending on the context. It is commonly used as a sign-off at the end of programming, and its use serves to amplify the ESPN brand. It should most often appear in the approved headline fonts, Playoff, Helvetica, or Arial (see Guidelines; Typography).

The choice whether to use the tagline or not is tied to the business and aesthetic needs of a given layout. However, the ESPN logo without the tagline is simpler and preferred for marketing and promotion.

Do not use the tagline without the ESPN logo.

Angle & Proportion

The correct lean angle for the ESPN logo is 97 degrees, measured from the horizontal axis clockwise to the vertical of the letter “E”. The correct proportion for the ESPN logo, width to height, is 4 to 1.

The specs for correct angle and proportion of the ESPN logo also apply to the ESPN found within each logo in the entire family of ESPN logos.

The logo sheet for the ESPN logo and many other ESPN properties are found in Section 4 and also at http://big.espn.com.

The correct lean angle for the ESPN logo is 97 degrees, measured from the horizontal axis clockwise to the vertical of the letter “E”. The correct proportion for the ESPN logo, width to height, is 4 to 1.

Color

The following guidelines for color of the ESPN logo apply generally to the entire family of ESPN logos. Additional information specific to a particular logo within the ESPN family (ESPN X Games, ESPN Classic, etc.) can be found on the logo sheet dedicated to that logo.

1–6: Preferred logo for color backgrounds.

7 & 8: When the background is textured, or when not using colors from the primary palette, the ESPN mark should appear in white.

9: On light colored fields, the mark should appear in black.

Values for ESPN red:
Pantone red 032
CMYK: 0. 90. 86. 0
RGB: 255. 0. 48
WEB: FF 00 33

Values for black:
Pantone process black C
CMYK: 0. 0. 0. 100
RGB: 0. 0. 0
WEB: 00 00 00

Acceptable values for grey:
Pantone cool gray 9
pms 877 metallic silver – print only
CMYK: 0. 0. 0. 30
RGB: 129. 129. 131
WEB: 81 81 83

1.

2.

3.

4.

5.

6.

7.

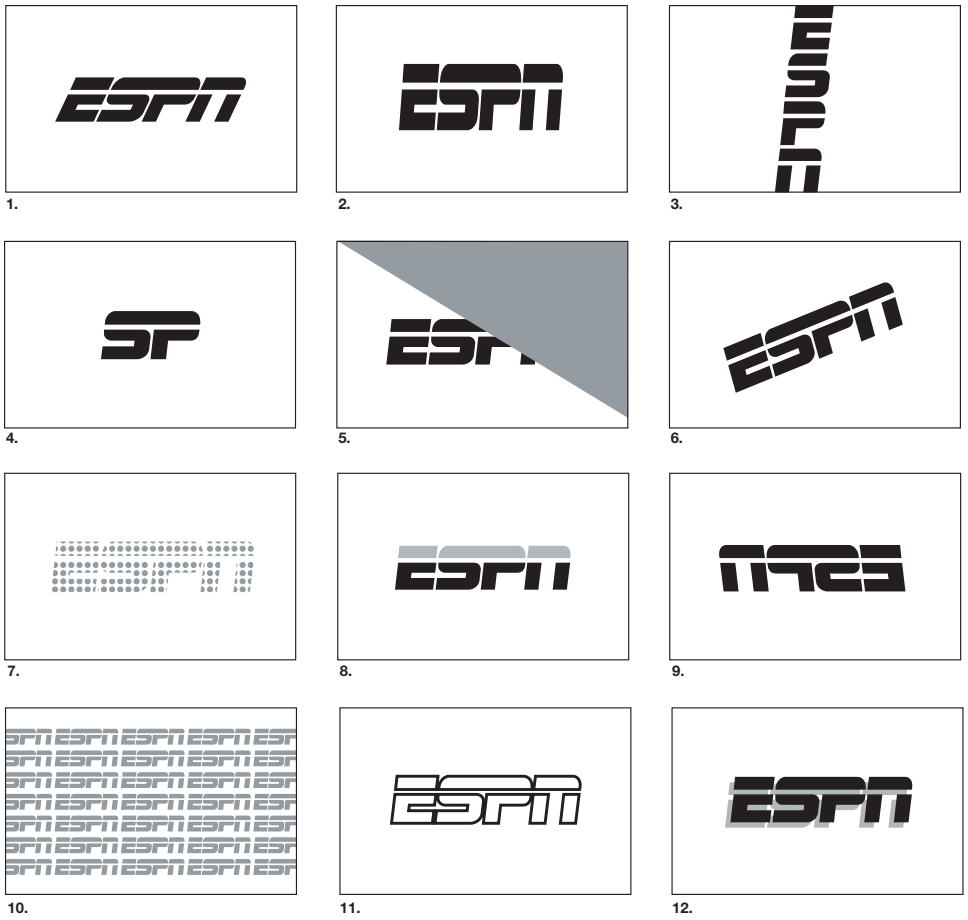
8.

9.

Don’ts

Shown are several of the most common examples of unacceptable handling of the ESPN logo. These examples and any other non-standard variations are discouraged in any and all media unless otherwise permitted and approved by ESPN.

1. **DO NOT** skew the logo.
2. **DO NOT** distort the logo.
3. **DO NOT** configure the logo vertically.
4. **DO NOT** omit portions of the logo.
5. **DO NOT** obstruct the logo.
6. **DO NOT** rotate the logo.
7. **DO NOT** fill the logo with pattern.
8. **DO NOT** color block the logo.
9. **DO NOT** reverse the logo.
10. **DO NOT** create decorative patterns with the logo.
11. **DO NOT** outline the logo.
12. **DO NOT** use drop shadows on the logo.



Size

Some fans would say the ESPN logo is always too small, and there is no such thing as an ESPN logo that is too large. However, taste and legibility dictate the appropriate size for each situation. The ESPN logo itself holds up very well at smaller sizes, however, taglines or other text may become illegible. Use caution when scaling down any of the logos in the ESPN brand family.

minimum size .625" / 5/8"

Minimum size for the ESPN Logo is 5/8"(.625" or 17 mm).
To maintain legibility, please do not use the logo at smaller sizes.

Space: Clear

This diagram illustrates the minimum amount of space surrounding the logo. To ensure consistency, space is calculated in “X” spaces (a square equal in height to the lower section of the ESPN logo in that layout).

The safety zone is relative to the height of the bottom section of the ESPN logo. The safety zone can always be bigger than the “x” space, but never smaller. The ESPN logo should always be surrounded by at least one “x” space.

Space: Lock-up

Similar to Clear Space, the Lock-up space is the minimum amount of space required as a cushion around the ESPN logo when it is being used in a lock up with another logo. This applies to the creation of new brands within the ESPN family and is recommended for all kinds of products and title treatments. It may also apply in certain instances of co-branding.

This lock-up diagram illustrates the minimum amount of space allowable. “X” is the dimension, where “X” is defined as the height of the top bar (roughly one-third) of the ESPN logo.

Multiple Logos: Columns

When representing multiple logos from the ESPN family of brands, there are special considerations beyond the basic spacing requirement described in Guidelines; Space: Clear.

Logos that are stacked or arranged in a column should be justified left. The more logos involved, the more space should be given as padding between them. The width of the logos can vary as long as legibility is maintained. Balance the logos by their visual weight, not by their actual dimensions.

Especially when using logos with very different proportions, it is important that the logos feel balanced in terms of their visual weight. Always justify left.

Multiple Logos: Rows

When representing multiple logos in a row, size, spacing and alignment are critical. Logos should be aligned by their center axis. The minimum clear space rule defined on page 16, Clear Space, must be observed. It is often necessary to reduce the size of the logos in order to ensure that there is enough clear space while still maintaining legibility. Balance the logos by their visual weight, not by their actual dimensions.

single row center axis aligned

staggered rows

Multiple logos in rows should be aligned by their center axis.
When showing more than one row of logos, stagger or organize them to achieve consistent and maximum spacing in between.

Typography: Playoff

ESPN has designed an original font for use in new brand identities, for graphic templates and collateral.
The design inspiration comes from a look back at the typographic history of the company since its birth in 1979, combined with a more modern, innovative and universal aesthetic. The result is a unique but also familiar typeface that will embody the past, present and future of the ESPN Brand.

The new font, called Playoff, is available in serif and sans serif faces, and is becomming the basis of a new design architecture for the ESPN brand. This architecture will be elaborated in subsequent editions of the BIG.
Working files for templates and collateral will also become available. Please check big.espn.com for updates and information.

AN IRREVERANT
COMPANY
79
ESPN was born in 1979. An irreverant company with one goal. Broadcast sports, sports moments and highlights to sports fans on the east coast. This dream came true and then grew to a
Phenomenon.
ESPN
The first voice of this movement was ironically a man, Lee Leonard, who was not a real sports fan. A man that came from a hard news background, but somehow was given the daunting task of introducing this sports driven company to the world. the way he did this is something of legend..
ESPN
"IF YOU'RE A FAN, IF YOU'RE A
WHAT YOU'LL SEE IN THE NEX
HOURS AND DAYS TO FOLLOW
CONVINCE YOU YOU'VE GONE
SPORTS HEAVEN.
MINUTES, HOURS
AND DAYS
ESPN 19
79
The beacon of this movement was a simple pill shaped logo with four letters that soon became the symbol of everything sports. The passion, pride, spirit and personality of a company that was simply doing what the always wanted to do.
FOUR LETTERS

This unique font, called Playoff, will become the basis of a new design architecture for the ESPN brand.

Typography: Headline

Typography used to project the ESPN brand must be simple, modern and streamlined. It should also complement the ESPN logo rather than have the same weight and skew (see page 23, Don'ts).

For business purposes, both internal and between ESPN business partners, use the Helvetica or Arial family. This typeface may also be used for marketing and promotion of the ESPN corporate brand.

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijkl
mnopqrstuvwxyz 01234567 &#@

SPORTS
WITH AUTHORITY
& PERSONALITY

Helvetica Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijkl
mnopqrstuvwxyz 01234567 &#@

SPORTS
WITH AUTHORITY
& PERSONALITY

To project the ESPN brand, typography used must be simple, modern and streamlined.

Typography: Text

Use the Helvetica or Arial family of typefaces for text. When enlarging or reducing text fonts, keep a minimum of 3 points difference between font size and leading.

Helvetica Bold

ABCDEFGHIJKLM
NOPQRSTUVW
XYZabcdefghijkl
mnopqrstuvwxyz
01234567 &#@

Helvetica Medium

ABCDEFGHIJKLM
NOPQRSTUVW
XYZabcdefghijkl
mnopqrstuvwxyz
01234567 &#@

Helvetica Medium Condensed

ABCDEFGHIJKLM
NOPQRSTUVW
XYZabcdefghijkl
mnopqrstuvwxyz
01234567 &#@

8/11 Helvetica Bold

When enlarging or reducing text fonts, keep a minimum of 3 points difference between font size and leading.

Paragraph, indent and letter space should be optically balanced.

Avoid gaps between wide letterforms, and widows at the end of text blocks.

10/13 Helvetica Medium

When enlarging or reducing text fonts, keep a minimum of 3 points difference between font size and leading.

Paragraph, indent and letter space should be optically balanced.

Avoid gaps between wide letterforms, and widows at the end of text blocks.

12/15 Helvetica Medium Condensed

When enlarging or reducing text fonts, keep a minimum of 3 points difference between font size and leading.
Letter spacing should be optically balanced.
Avoid gaps between wide letterforms, and widows at the end of text blocks.

Don’ts

For type that is in close proximity to the ESPN logo, and when creating new logos, choose a typeface that contrasts or complements the ESPN logo rather than mimics.

The most common ways of parroting the ESPN logo are to extend the stripe contained in the characters into other type. Use of the “speed” line outside of the ESPN logo could have a negative impact on trademark enforceablity.

Another Don’t is to use Bolt Italic, the font on which the ESPN logo is based. Both of these approaches dilute the distinction and integrity of the ESPN logo and are not to be used. For suitable font options see Guidelines; Typography: Headline.

Do not mimic the ESPN logo by extending the stripe through text.
Do not use *Bolt Italic* or similar fonts that imitate the ESPN logo.

Photography

We want to provide photography that brings a unique point of view about sports. Use images that show a more inside view and perspective about sports that only ESPN can do.

Authentic, Dynamic, Unique, Inside. Stay True.

Do's

When using photography, stay true to the photo. ESPN wants to communicate the authenticity of sports. By using dynamic photography and/or unique cropping, we hope to bring a true representation of sports to our fans.

Primarily we prefer that the image be used in its full color form, but you are permitted to alter it in one of the following ways: b&w, duotone, monotone.

1.

2.

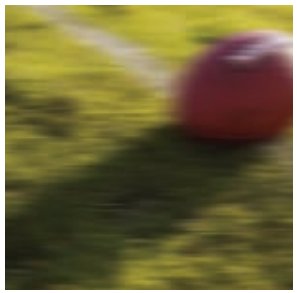
3.

4.

Primarily we prefer that the image be used in its 1. full color form, but you are permitted to alter it in one of the following ways: 2. b&w, 3. duotone, 4. monotone.

Don’ts

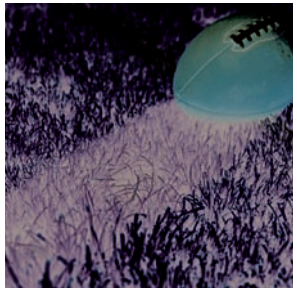
The image should be used in its original form. It should not be distorted or altered in any way. There is nothing more true than using a photo the way it was originally shot. To the right are four examples of what not to do.



1.

2.

3.



4.

Shown are examples of what not to do.
1-4. No blurring or funky filters will be permitted.

Rights

With rare exception, ESPN has the right to use names and player likenesses to promote its game coverage. Images of appropriate players in action should be used whenever possible in order to remain true to ESPN's journalistic integrity. If a campaign exists to promote a game or event, use it. And be sure to license the image(s) for the specific use.

When using sports photography for purposes other than to drive tune-in to an event, such as when promoting a product or service, then player likeness and trademarks become issues requiring analysis. In most cases, these types of uses will require licenses from the players and/or the holder of the players' rights of publicity and the trademark owner.

All photography usage must be routed through your ESPN departmental contact to the appropriate Legal and/or Programming contact.

Stock Photography

There are many layers of ownership present in sports photography besides who owns the copyright of the picture. Player likeness, copyrighted marks and uniforms, league and sponsor interests, etc., all heavily impact how the picture can and cannot be used. Generally, these concerns often prohibit the use of game photos for marketing and promotion.

Do not strip out recognizable details for the sake of making a photograph “safe”, or use a stock photo of a fake athlete. Our fans know when a photo has been posed or tampered with, and it undercuts ESPN’s authenticity if we resort to these tactics. Instead, use scenic or other sports imagery consistent with Guidelines; Photography: Do’s.

Do not use model or posed photography to represent ESPN programming, products or services.

BRAND IDENTITY GUIDE

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33 Affiliate Marketing: Campaigns
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35 Tune-in / ESPN
36 Tune-in / ABC
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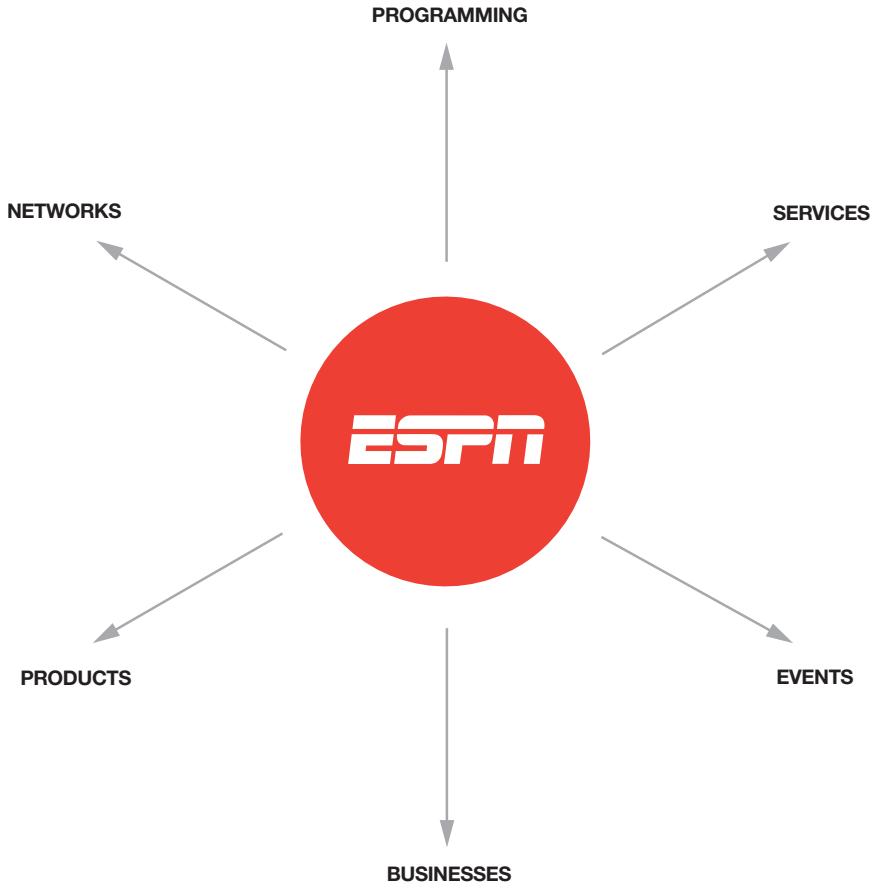
38 Match-ups / College
39 HD Broadcasts / Print
40 HD Broadcasts / On-air

This section covers the application of section 2 guidelines.
Creative examples shown are for specific properties and not for ESPN as a whole.

Creative Consistency

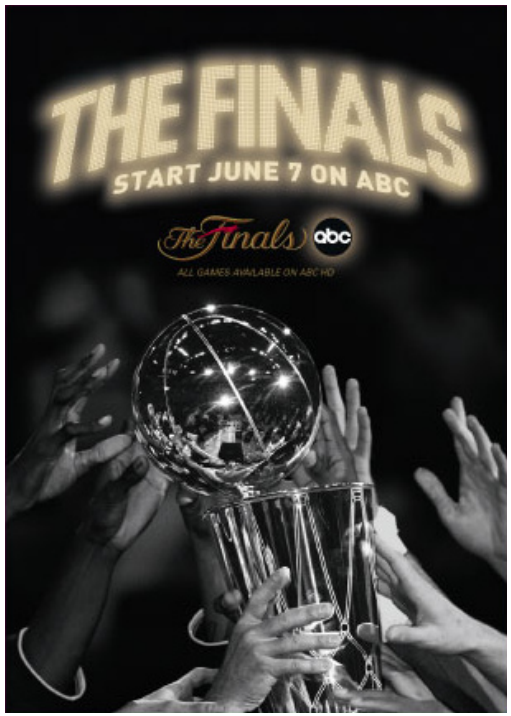
Through the Brand Identity Guide, we strive to project a seamless, consistent and quality image of the corporate ESPN brand. This applies to business communications as well as to marketing and promotion.



The corporate ESPN brand is at the core of all business activities, products and media platforms.

Campaigns

Most of the content on ESPN media platforms is promoted through creative campaigns that change regularly. It is important that the current campaign look or established identity of a given property be adhered to completely as it extends into all media.



Work with your ESPN contact in order to maintain creative consistency with the appropriate campaign or brand style.

Co-Promotion

ESPN partners with many other brands, resulting in co-promotion that often shares creative qualities and branding from both partners. The sponsor logo and the ESPN logo should be roughly equal in size, plus or minus 15%. The exact balance among the brands is governed by specific sponsorship entitlements.

In all cases, uses of the ESPN logo must establish a clearly distinct commercial impression, so as to firmly demonstrate the nature of the co-branded relationship.

Successful co-promotion enhances the bradning of all of the partners represented and must meet their full approval.

Successful co-promotion should utilize appropriate campaigns and branding from among the partners represented. The sponsor logo and the ESPN logo should be roughly equal in size, plus or minus 15%.

Affiliate Marketing: Campaigns

When promoting ESPN properties, always use the current campaign materials that were created for that property. Creative materials will frequently be available online or through your ESPN departmental contact.

Never re-create a graphic look or elements to mimic a campaign look. If campaign materials for a given ESPN property are not available, always work with your ESPN contact to find the appropriate solution to meet promotional needs.

Important: Personal likeness (e.g., athletes), trademarks and all licensed imagery are highly restricted in the manner in which they can be used. Imagery of this type must not be associated with any sales or marketing proposition without prior and explicit permission.
Use of such imagery without permission entails serious liabilities. For additional information, see Guidelines; Photography: Rights, or contact ESPN Legal.

SEE THE MOST COLLEGE FOOTBALL EVERY SATURDAY
ESPN GAMEPLAN LIVES HERE
UP TO 12 GAMES FROM TOP CONFERENCES FROM OUTSIDE YOUR LOCAL AREA:
ACC, BIG 12, BIG EAST, MAC, PAC-10, SEC, SUN BELT & WAC
ORDER NOW
1-800-GET-SPORTS OR GO TO DIRECTV.COM/GAMEPLAN
DIRECTV
ESPN PPV
PAY-PER-VIEW
GAMEPLAN

Always use campaign graphics specifically for that property.
Do not mimic or re-create campaign graphics; do not use for any other purpose.

Affiliate Marketing: Customization

Customizable marketing materials for specific ESPN properties provide consistent branding while at the same time allow our affiliates to extend their messaging and brands. Only use the areas of the layout that are provided for customization. The content of these materials must not be altered in any other way.

GET ALL THE COLLEGE HOOPS YOU CAN HANDLE
espn full court
college basketball package.
[affiliate information customizable area]

To maintain the integrity of the creative campaign, only use the areas of the layout that are provided for customization.

Tune-in: ESPN

The correct way to express the start time of programming on ESPN is as follows:

- For both print and on-air applications, specify whether the start time is AM or PM using small caps. Do not use periods in AM or PM.
- Always indicate the start time in terms of Eastern Time, [ET].
- Do not indicate minutes (i.e., :00) when the start time is on the hour, except when there is more than one start time listed, and one of them is on the half hour.
- Use [ET] or [All times Eastern] after the hour, separated from AM or PM by a slash.
- Always use NOON or MIDNIGHT, never use 12pm or 12am.

7PM/ET
Print: sample tune-in.

9PM/ET
On air: sample tune-in.

For programming on ESPN, always indicate the start time in terms of Eastern Time [ET] or [All times Eastern]
AM and PM should be separated from ET by a slash [AM/ET].

Tune-in: ABC

The correct way to express the start time of programming on ABC is illustrated in the following example:

- For both print and on-air applications, specify whether the start time is AM or PM using small caps. Do not use periods in AM or PM.
- Indicate the start time in terms of both Eastern Time [ET] and Pacific Time [PT]. Separate the Eastern and Pacific start times with a slash.
- Do not indicate minutes (i.e., :00) when the start time is on the hour, except when there is more than one start time listed, and one of them is on the half hour.
- Always use NOON or MIDNIGHT, never use 12pm or 12am.

COLLEGE FOOTBALL
LIVES HERE
THIS SATURDAY ON ABC
Allstate. STANDINGS
LOG ON TO ESPNU.COM TO VOTE IN THIS WEEK'S ESPNU ALLSTATE STANDINGS FAN POLL.

3:30PM ET / 12:30PM PT
Print: sample tune-in.

3ET / Noon PT
On air: sample tune-in.

For programming on ABC, always indicate the start time in terms of both Eastern Time [ET] and Pacific Time [PT]. Eastern and Pacific start times should be separated by a slash.

Match-ups: Professional

The correct way to express a match-up between professional teams is illustrated in the following example:

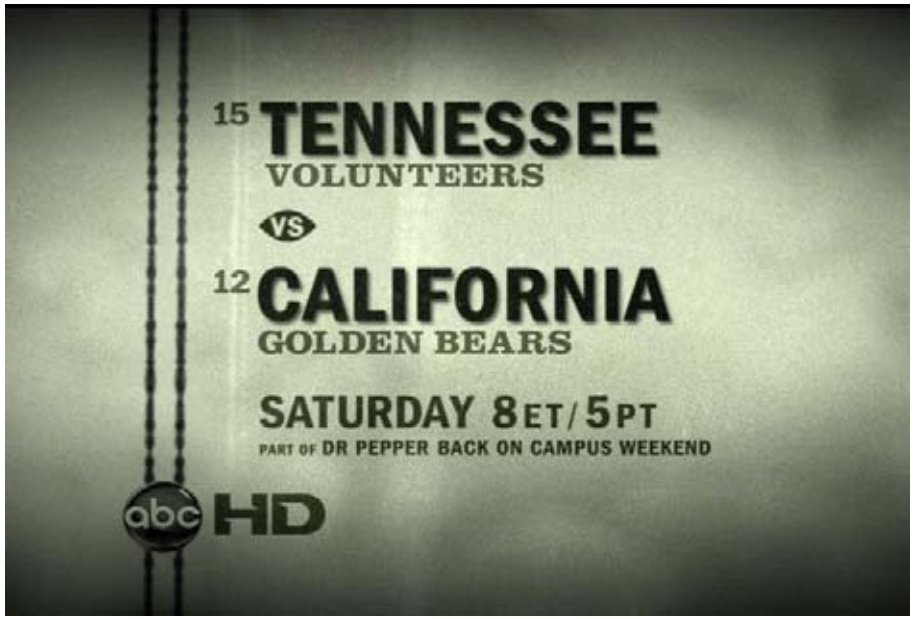
- Use team names, not cities. Where space allows, or when these is only one match-up given, the city may be listed as well, with the team name taking more prominence than the city.
- Use [VS] without a period, and never use “at” because the home team conventionally is mentioned last in the match-up.

Use team names, not cities. Use [VS] without a period, not “at”.

Match-ups: College

The correct way to express a match-up between college teams is illustrated in the following example:

- Use the school name, and if space allows, use the team name as well. The school name should always be more prominent than the team name.
- Use [VS] without a period, and never use “at” because the home team conventionally is mentioned last in the match-up.



Use school names and team names if space allows.
Use [VS] without a period, not “at”.

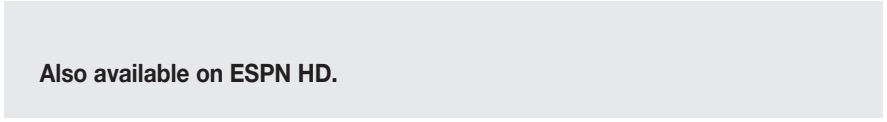
HD Broadcasts: Print

ESPN HD, ESPN2 HD, ESPNEWS HD and ABC HD are 24-hour networks that simulcast programming shown on the standard definition networks. The following are options to correctly express broadcasts on any of the HD networks in print.

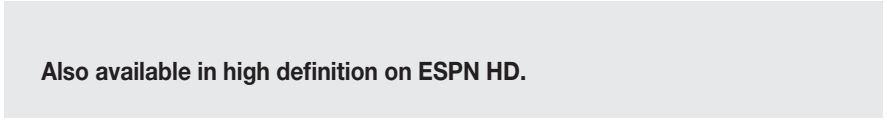
- In a given layout the standard network logo and the HD logo should be equal in importance. The main network logo is mentioned first, and the HD logo is mentioned second.
- On occasion, text is used in lieu of, or in combination with, the HD logo. Use any of the options shown, depending on the space available in the layout.
- When referring to any of the HD networks in type, there is always a space between the network name and HD.

1. Network logo version (sample tune-in for illustration only)

2. Combination text and logo version



3. Short text version. *Note the use of "on" rather than "in".*



4. Extended text version. *When in text, use a space between the network and HD.*

When designating a high definition broadcast, the same rules apply to all networks: ESPN HD, ESPN2 HD, ESPNEWS HD and ABC HD.

HD Broadcasts: On-air

ESPN HD, ESPN2 HD, ESPNEWS HD, ESPNU HD, and ABC HD are 24-hour networks that simulcast programming shown on the standard definition networks.

In on-air applications the HD logo slides out from behind the primary network logo, thereby replacing the standard definition logo .

On-air HD logo reveal progression

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The Family

To the right is a selection of logos for ESPN branded properties. Please refer to the logo sheets for style information pertaining to these and many more logos, found at http://big.espn.com.

Generally, the guidelines for the ESPN logo that are detailed in Section 1 apply to each of the branded property logos as well. Other style guidelines may exist for some of these properties. Always check with your ESPN contact to confirm what is the best logo to use in a given application.

Note: When showing multiple logos in one layout, the logos should appear balanced in relationship to each other despite their differences in proportion. For more information on showing multiple logos, see Section 1, Guidelines; Logo Use; Multiple Logos.

Logo Sheets

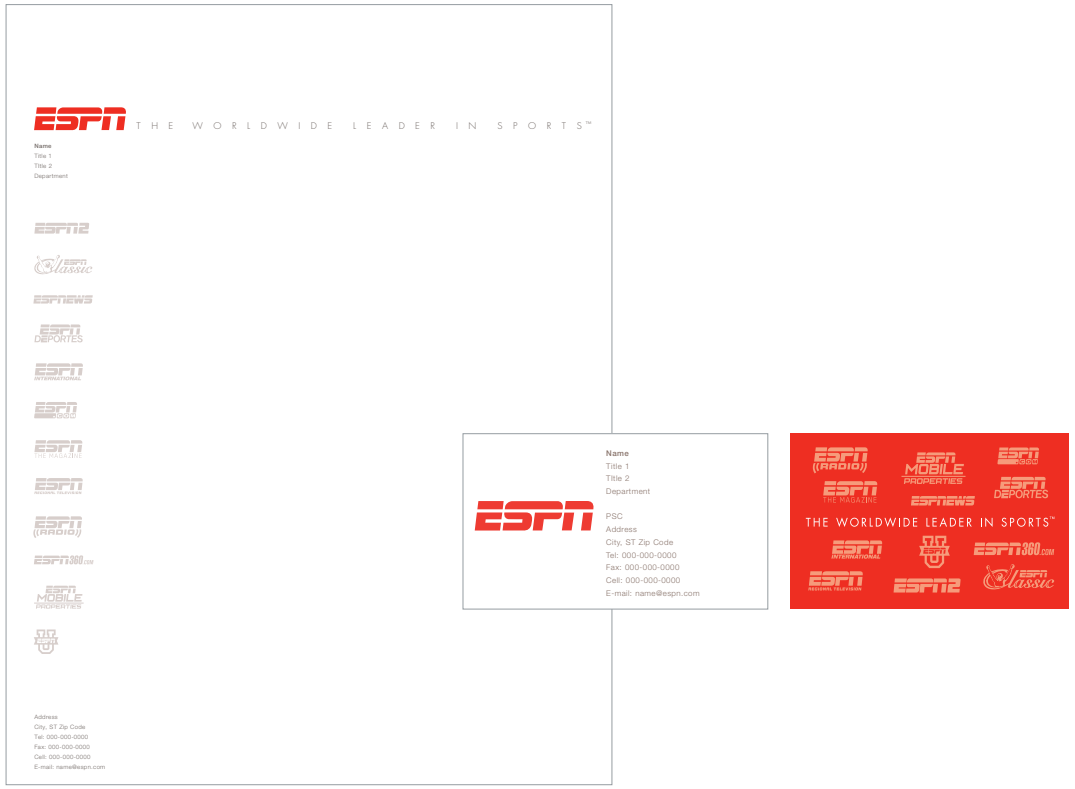
Logo sheets in PDF format exist for most ESPN branded properties. They can be found at http://big.espn.com along with the EPS files for the variations represented. Please contact Marketing for help finding logo sheets and logos.

Use only variations shown on the logo sheet. For assistance in choosing the variation that is most suitable for your layout, contact ESPN Marketing or your ESPN departmental contact.

Stationery

The ESPN standard letterhead and business cards are to be used for all business communications. New styles or variations of this style are only created where there is a clear business or legal justification. (Examples: for a specific event or show such as X Games, or for a business area such as ESPN The Magazine.)

All requests for new styles and updates to existing styles must be reviewed by Marketing (see Contacts). These requests will be routed through Administration and Legal as needed.



PowerPoint

Shown are examples of good branding used in PowerPoint templates. They carry the clean, bold aesthetic established by the ESPN logo.

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For questions regarding ESPN marks and branding, contact your ESPN representative or one of the departmental contacts above.